

Green Gas Logo to be Featured in the 'Design DNA: Logos' book

By Michaela Brngalova

We are very pleased to announce that the Green Gas logo has been chosen to be featured in the 'Design DNA: Logos' publication written by Matthew Healey, a freelance brand consultant, graphic designer and the author of 'What is Branding?'.

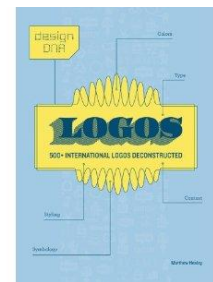
This has been achieved with the help and hard work of our corporate designer, Ellen Wibye, who has helped to create the logo to reflect the company core activity and corporate values in line with the current design trends. The methane molecule created out of four 'g's links Green Gas to methane in a simple and graphic way.

Ellen submitted our logo to Matthew Healey earlier this year and we are very pleased that it has been chosen as one of 500 most interesting logos from around the world. The book analyses how and why logos are constructed to successfully communicate and convey brand value and will be published this year.

Design approach: '...The brand needed to communicate across a range of cultures including Russian, Chinese, and Latin American. The designer sought to strike a balance between being down-to-earth but not boring, and professional but not glossy; and to have a versatile symbol with longevity and universal appeal. The structural formula of methane is the basis for the logo. For collateral materials the identity was augmented with a motion blur and spots of complementary colours to represent energy sources and the idea of a dynamic, forward-thinking company.'

Ellen Wibye comments: 'I am very pleased that the Green Gas logo has been chosen for 'Design DNA: logos'. I have worked with Green Gas from the very beginning and appreciate even more that what we do together and how it has evolved is receiving recognition.

Ellen has had her work featured in other publications, including the 'Really Good logos Explained' published by Rockport Publishing, the 'Logolounge' by Rockport Publishing and the 'Logolicious' from Crescent Hill Books which are both due to be published this year. Apart from her achievements within Graphic Design, Ellen has also won several advertising awards including the Cannes Advertising Festival and the Clio award.



MANUFACTURING & MARKETING

This is a broad category that covers the makers of everything from solar panels to barbecue grills, as well as the companies that sell those things and install them in your home or business. The key characteristics a manufacturer's logo needs to convey are quality and dependability, reassuring customers that their money is well spent, and that the firm will still be around tomorrow to replace equipment if it breaks. Retailers, likewise, need to persuade customers that their experience will be rewarding.

Client: Concrete Hermit

Bread story: A gallery and store in London specialising in graphics and illustration through exhibitions and the sale of books, T-shirts, prints, and other items

Studio: DMG

Designer: Simon Salomon

Typface: Sans serif (not specified)

Colors: Black and primary

Design approach: The design challenge was to come up with a logo that would not only capture the cool ethos of the place, but also work in different media to represent a print, a gallery, and a publisher with their different needs and contexts. The solution uses simple type and geometric forms in various color combinations to create a feeling that things are happening. The circular segments suggest connections among the different activities and allude to the sense of playful discovery that is at the heart of the brand.

Client: Green Gas

Bread story: A rapidly growing firm that works with coal mines, landfills, and bio-waste producers to capture greenhouse gases, converting methane into clean energy

Studio: Wipac Advertising & Graphic Design

Designer: Ellen Wibye

Typface: Gill Sans

Colors: Dark green (PMS 567) and light green (PMS 564)

Design approach: The design had to appeal to industrial partners, business investors, and carbon credit institutions accustomed to a sleek corporate style. The brand needed to communicate across a range of cultures including Russian, Chinese, and Latin American. The designer sought to strike a balance between being down-to-earth but not boring and professional but not glossy, and to have a versatile symbol with longevity and universal appeal. The structural formula of methane is the basis for the logo. For collateral materials the identity was augmented with a motion blur and spots of complementary colors to represent energy sources and the idea of a dynamic, forward-thinking company.

Client: Brastilo

Bread story: It is one of Brazil's largest industrial companies. For years they sold furniture to US retailers such as Target and Walmart, before deciding to sell directly to consumers under a new brand name

Studio: Tippi[ing]

Designer: Paul Gardner

Typface: 15 Gothic Bold and Bauer Bodoni Italic

Color: Deep green (PMS 354)

Design approach: In doing research, Tippi[ing] learned that the concept of Brazilian furniture was very appealing to consumers looking for well-designed, ecologically responsible furniture. They also identified the need for a new brand name that would clearly suggest the brand's Brazilian origin and emphasis on style. The logo leveraged elements of the identity of Brastil Ind: the diamond and dot motif is derived from the Brazilian flag green is one of the national colors and is linked to the sustainable wood used and the environmental nature of the product. Supporting graphics are adaptations of native patterns from Brazil.

Enterprise & Retail Logos